



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 3058189
Schedule Dates 10/04/17-10/10/17
Advertiser Ed Gillespie for VA Governor (116805)
Agency Strategic Media Placement (6694)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Ed Gillespie (671299)
Salesperson Monares, Barbara (3870)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 3172
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 10/03/17
Last Modified 10/03/17
Entered By Kelsey Reardon
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$9,345.00
Net Total \$52,955.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2017	39	\$62,300.00
Grand Total:	39	\$62,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/04/17-10/06/17	2	:30	5A- News-Good Morning Washington at 5a				1		1			2	\$300.00	\$600.00	Washington (WJLA)		10/3/17
2.0	Normal Line / SPOT	10/05/17-10/05/17	2	:30	6A- News-Good Morning Washington at 6a					1				1	\$1,000.00	\$1,000.00	Washington (WJLA)		10/3/17
3.0	Normal Line / SPOT	10/10/17-10/10/17	2	:30	6A- News-Good Morning Washington at 6a			1						1	\$1,000.00	\$1,000.00	Washington (WJLA)		10/3/17
4.0	Normal Line / SPOT	10/04/17-10/06/17	2	:30	7A- ABC-Good Morning America				1		1			2	\$1,000.00	\$2,000.00	Washington (WJLA)		10/3/17
5.0	Normal Line / SPOT	10/09/17-10/10/17	2	:30	7A- ABC-Good Morning America		1	1						2	\$1,000.00	\$2,000.00	Washington (WJLA)		10/3/17
6.0	Normal Line / SPOT	10/05/17-10/05/17	2	:30	9A- Live with Kelly					1				1	\$350.00	\$350.00	Washington (WJLA)		10/3/17
7.0	Normal Line / SPOT	10/10/17-10/10/17	2	:30	9A- Live with Kelly			1						1	\$350.00	\$350.00	Washington (WJLA)		10/3/17
8.0	Normal Line / SPOT	10/06/17-10/06/17	2	:30	12P- News-ABC 7 News at Noon						1			1	\$450.00	\$450.00	Washington (WJLA)		10/3/17
9.0	Normal Line / SPOT	10/10/17-10/10/17	2	:30	12P- News-ABC 7 News at Noon			1						1	\$450.00	\$450.00	Washington (WJLA)		10/3/17
10.0	Normal Line / SPOT	10/06/17-10/06/17	2	:30	4P- News-ABC 7 News at 4p						1			1	\$450.00	\$450.00	Washington (WJLA)		10/3/17

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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11.0	Normal Line / SPOT	10/05/17-10/05/17	2	:30	5P- News-ABC 7 News at 5p					1				1	\$550.00	\$550.00	Washington (WJLA)		10/3/17
12.0	Normal Line / SPOT	10/10/17-10/10/17	2	:30	5P- News-ABC 7 News at 5p			1						1	\$550.00	\$550.00	Washington (WJLA)		10/3/17
13.0	Normal Line / SPOT	10/04/17-10/06/17	2	:30	6P- News-ABC 7 News at 6p				1		1			2	\$700.00	\$1,400.00	Washington (WJLA)		10/3/17
14.0	Normal Line / SPOT	10/09/17-10/09/17	2	:30	6P- News-ABC 7 News at 6p		1							1	\$700.00	\$700.00	Washington (WJLA)		10/3/17
15.0	Normal Line / SPOT	10/06/17-10/06/17	2	:30	6:27P- 6:30P (EST)						1			1	\$3,000.00	\$3,000.00	Washington (WJLA)		10/3/17
16.0	Normal Line / Access	10/05/17-10/05/17	2	:30	6:57P- 7P (EST)					1				1	\$5,000.00	\$5,000.00	Washington (WJLA)		10/3/17
17.0	Normal Line / Access	10/09/17-10/10/17	2	:30	6:57P- 7P (EST)		1	1						2	\$5,000.00	\$10,000.00	Washington (WJLA)		10/3/17
18.0	Normal Line / Access	10/04/17-10/04/17	2	:30	7P- Wheel Of Fortune				1					1	\$1,800.00	\$1,800.00	Washington (WJLA)		10/3/17
19.0	Normal Line / Access	10/10/17-10/10/17	2	:30	7P- Wheel Of Fortune			1						1	\$1,800.00	\$1,800.00	Washington (WJLA)		10/3/17
20.0	Normal Line / Access	10/04/17-10/06/17	2	:30	7:30P- Jeopardy				1	1	1			3	\$2,800.00	\$8,400.00	Washington (WJLA)		10/3/17
21.0	Normal Line / Access	10/09/17-10/09/17	2	:30	7:30P- Jeopardy		1							1	\$2,800.00	\$2,800.00	Washington (WJLA)		10/3/17
22.0	Normal Line / Prime Premium	10/09/17-10/09/17	3	:30	8P- 10P (EST)		1							1	\$4,000.00	\$4,000.00	Washington (WJLA)		10/3/17
23.0	Normal Line / SPOT	10/04/17-10/05/17	2	:30	11P- News-ABC 7 News at 11p				1	1				2	\$1,100.00	\$2,200.00	Washington (WJLA)		10/3/17

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Spots

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24.0	Normal Line / SPOT	10/10/17-10/10/17	2	:30	11P- News-ABC 7 News at 11p			1						1	\$1,100.00	\$1,100.00	Washington (WJLA)		10/3/17
25.0	Normal Line / SPOT	10/04/17-10/06/17	2	:30	11:30P- 12:30A (EST)				1		1			2	\$500.00	\$1,000.00	Washington (WJLA)		10/3/17
26.0	Normal Line / SPOT	10/09/17-10/09/17	2	:30	11:30P- 12:30A (EST)		1							1	\$500.00	\$500.00	Washington (WJLA)		10/3/17
27.0	Normal Line / Football	10/07/17-10/07/17	2	:30	3:30P- 7P (EST)							1		1	\$4,000.00	\$4,000.00	Washington (WJLA)		10/3/17
28.0	Normal Line / Football	10/07/17-10/07/17	2	:30	8P- 11:30P (EST)							1		1	\$4,500.00	\$4,500.00	Washington (WJLA)		10/3/17
29.0	Normal Line / SPOT	10/08/17-10/08/17	3	:30	10A- News-Full Measure with Sharyl Attkisson								1	1	\$150.00	\$150.00	Washington (WJLA)		10/3/17
30.0	Normal Line / SPOT	10/08/17-10/08/17	3	:30	10:30A- Government Matters								1	1	\$200.00	\$200.00	Washington (WJLA)		10/3/17

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